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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** SWIX, Scott R.**Group Art Unit:** 3622**Application No.** 10/020,779**Examiner:** VAN BRAMER, John W.**Filed:** December 14, 2001**Attorney Docket:** 01377**TITLE:** "Advertising and Content Management Systems and Methods"

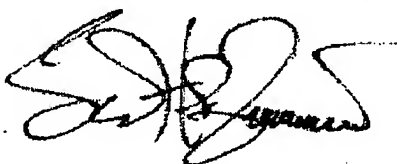
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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

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Scott P. Zimmerman

Name of Person Transmitting This Paper

April 4, 2008

Date of Transmission

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**RESPONSE TO JANUARY 9, 2008 OFFICE ACTION**

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Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed January 9, 2008. The Assignee respectfully submits that the pending claims distinguish over the cited documents.